



Midtown Planning District

Task Force Meeting
October 13, 2020

Meeting Goals/Agenda

Present policy, code, and design standards concepts based on input from Visual Preference Survey results and task force discussions

1. Overall concept
2. Goals and policies
3. Zoning concepts
4. Block frontage concepts
5. Site/building design concepts

Midtown Concept

Based on Task Force visioning comments and design preferences

1. The District is divided into two planning areas with varying land use densities and intensities.
2. New design standards are prepared to administer and regulate new development.
3. A development agreement with a master plan is the entitlement to regulate uses, building siting and design, access and open space for the County Shops site.

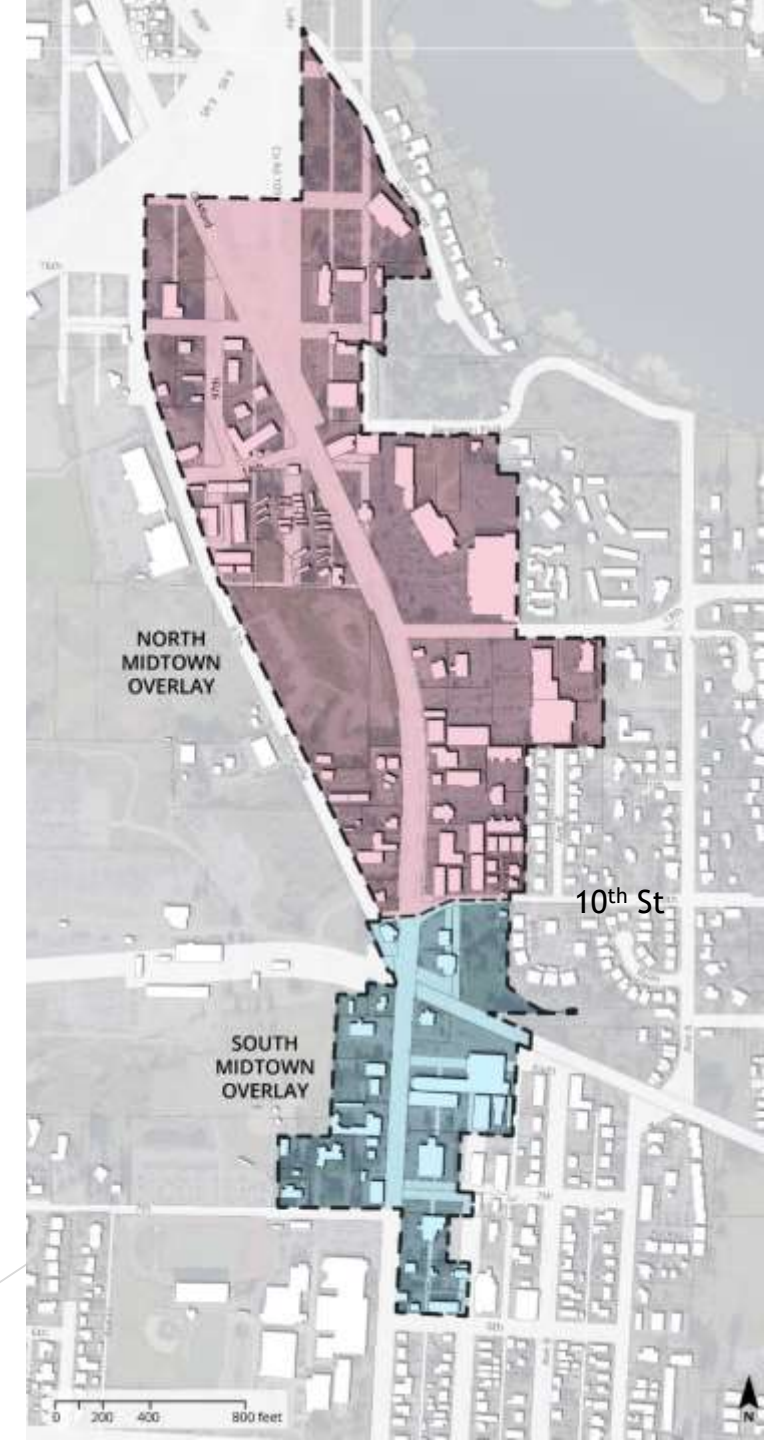
Goals & Policies

Land Use Goal LU 2

- Manage growth and community change in accordance with the values and vision of the Snohomish community of residents, landowners, and business people, and consistent with the Growth Management Act.

New Policy: LU 2.12 Land Use Planning Areas

- LU 2.12: Create a Midtown Commercial Zone District along the Avenue D corridor from Sixth Street to SR9 with two distinct overlay areas to provide differing land use densities and intensities.



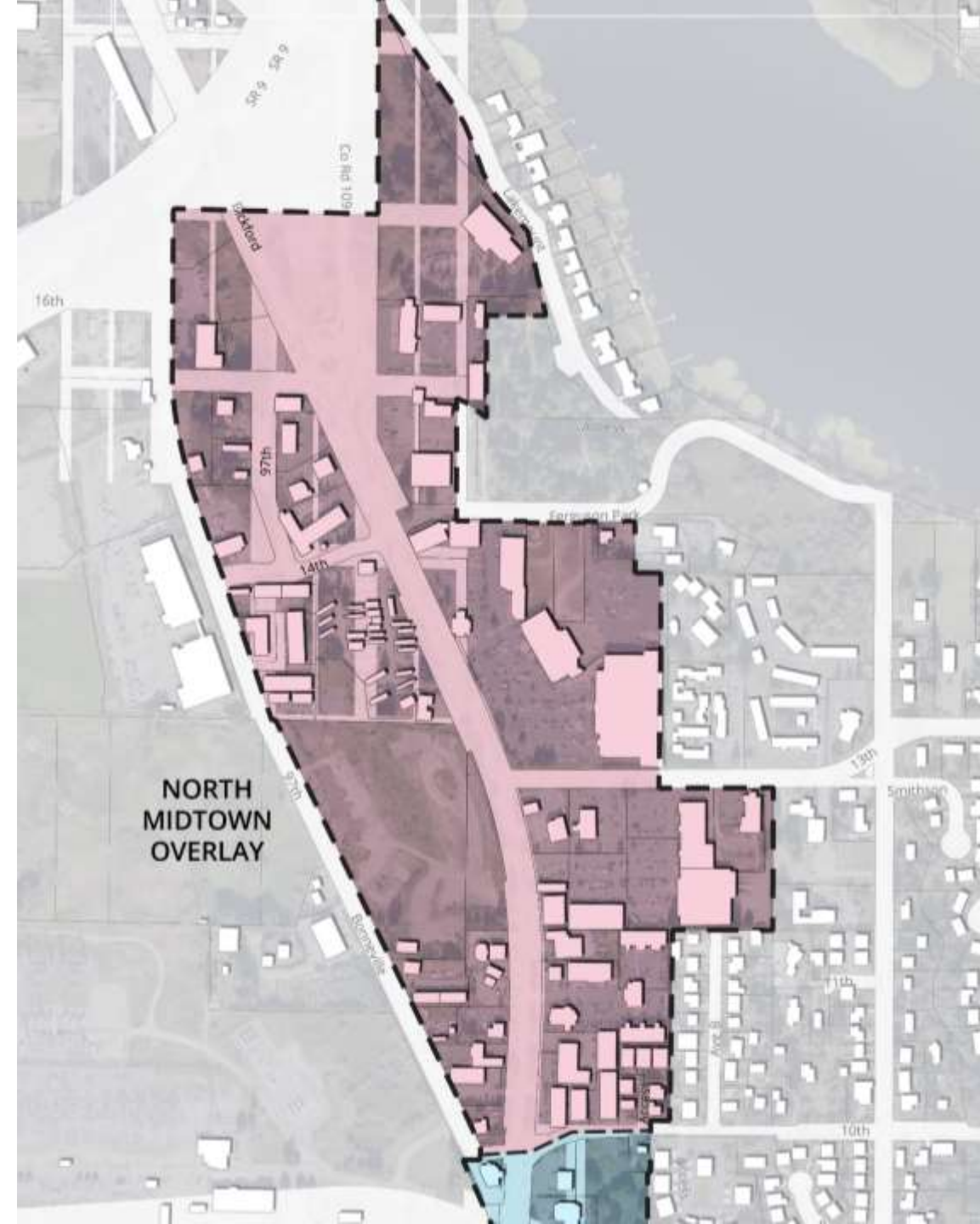
New Policy: LU 2.12 Land Use Planning Areas

- The southern portion of the district between 6th and 10th street, should allow mixed land uses and low-rise building heights to maintain compatibility with surrounding public and residential neighborhoods.



New Policy: LU 2.12 Land Use Planning Areas

- The northern portion of the district between 10th and the roundabout/Bickford Avenue/SR 9 should allow for mixed-use developments with moderate to high residential densities and mid-rise buildings deemed compatible with surrounding uses and neighborhoods.



Multi Family Goal LU 5

- ▶ Accommodate a range of housing types and residential densities to provide living options for the spectrum of ages, lifestyles, and economic segments of the City's population.

New Policy: MF 5.5 Multi-Family Land Use

- ▶ Encourage Multi-family developments in the Midtown District consistent with Design Standards that address:
 - ▶ The siting and design of buildings to be compatible with traffic volumes and pedestrian movements on Avenue D and cross streets.
 - ▶ The location of parking areas to the side or rear of buildings to minimize their visual impact on the streetscape.
 - ▶ To locate and design service elements to minimize negative impacts to the pedestrian environment.

Commercial Land Use Goal LU 6

- Develop thriving commercial areas that are safe, attractive, and convenient.

New Policy: CO 6.1 Commercial Land Use E-1

- ▶ Enable increased density and intensity standards that will incentivize desired commercial development and respond to local market conditions.

New Policies: CO 6.1 Commercial Land Use E-2

- ▶ Retain and support expansion of existing uses in the Midtown District Commercial corridor.
- ▶ Support infill development and enhance the “greening” of the corridor with streetscape improvements, landscaping and pedestrian circulation facilities.

New Policy: CO 6.1 Commercial Land Use E-3

- ▶ Midtown District design standards should be created so commercial and other building design and siting requirements relate to the street function and adhere to block frontage standards that should also be set forth in the Midtown District's design standards.

New Policy: CO 6.1 Commercial Land Use E-4

- ▶ The former Snohomish County Shop site should be planned and developed as a mixed-use development with housing as the predominant use and limited ground floor commercial uses.
- ▶ Site design should take advantage of the elevation change with terraced building pads, varying building heights, open space layout and opportunities for structure parking.
- ▶ Site improvements that front on Avenue D should provide enhanced streetscape features such as abundant landscaping, widened sidewalks and safe vehicular access.
- ▶ A development agreement approved by City Council is the preferred form of entitlement.

Zoning - Commercial

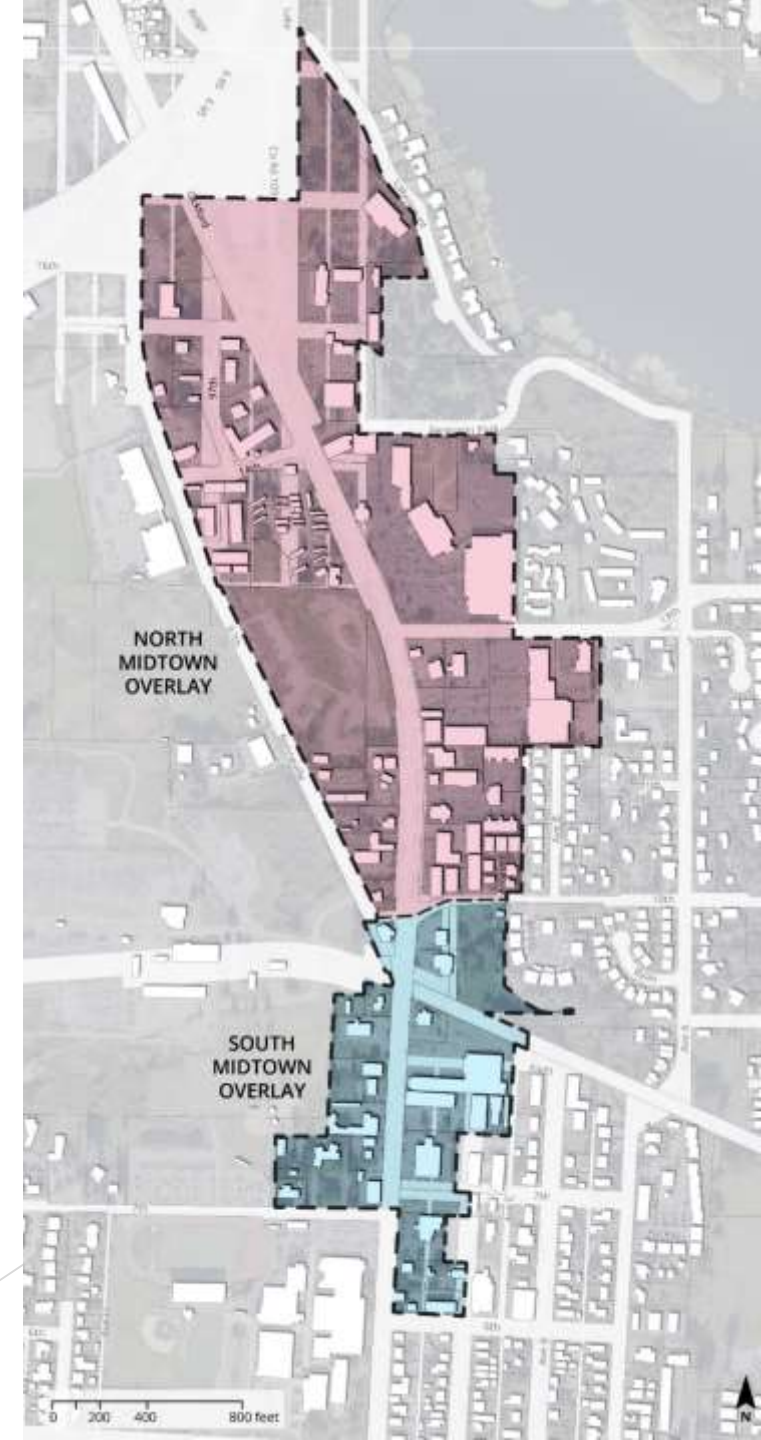
Examined optional ways to meet land use objectives

1. Create a new Midtown zone - perhaps with north & south overlays
2. Create Midtown overlays (north & south) within current Commercial zone

Zoning - Commercial

Suggestion:

1. Create a new Midtown zone - perhaps with north & south overlays



Midtown Design Standards

Where to integrate into Title 14?

- ▶ Separate chapter, kind of like Pilchuck's 14.212
- ▶ Zoning components can be handled in existing use/dimensional standards chapters - but the following elements could be within a separate chapter:
 1. Purpose and applicability
 2. Streetscape design
 3. Block frontage provisions
 4. Site design
 5. Building design

Relationship to 2004 DS/DGs?



**City of Snohomish
Design Standards and Guidelines**
(outside the Historic District)

Adopted April 6, 2004

LMN Architects Hough Beck & Baird, Inc.

The Midtown District will have its own design standards (so these will no longer apply to Midtown)

Zoning - Uses

Currently permitted uses in the Commercial Zone:

- ▶ Multifamily OK without mixed-use requirement - but up to max 18du/acre.
- ▶ Single family attached/detached allowed via unit lot subdivision
- ▶ Commercial - zone allows for a wide variety of uses (including warehousing)
 - ▶ Outdoor storage uses - allowed but must be screened
- ▶ Manufacturing allowed - when within an enclosed building

Zoning - Uses

Permitted uses - Suggestion:

- ▶ Largely stick with same use provisions, but let the block-frontage and design provisions take a larger (form-based) role in handling things - except for special use prohibitions below.
- ▶ Additional uses to prohibit in Midtown (beyond current Com.)
 - ▶ Warehousing
 - ▶ Outdoor storage as a primary use
 - ▶ Detached single-family residential
 - ▶ Mobile home park
 - ▶ Recreational vehicles
 - ▶ Adult uses
 - ▶ Other suggestions?

Zoning - Dimensional Standards

Current dimensional standards in the Commercial zone:

- ▶ Multifamily up to max 18du/acre
- ▶ Zero min required setbacks
- ▶ 35' height limit

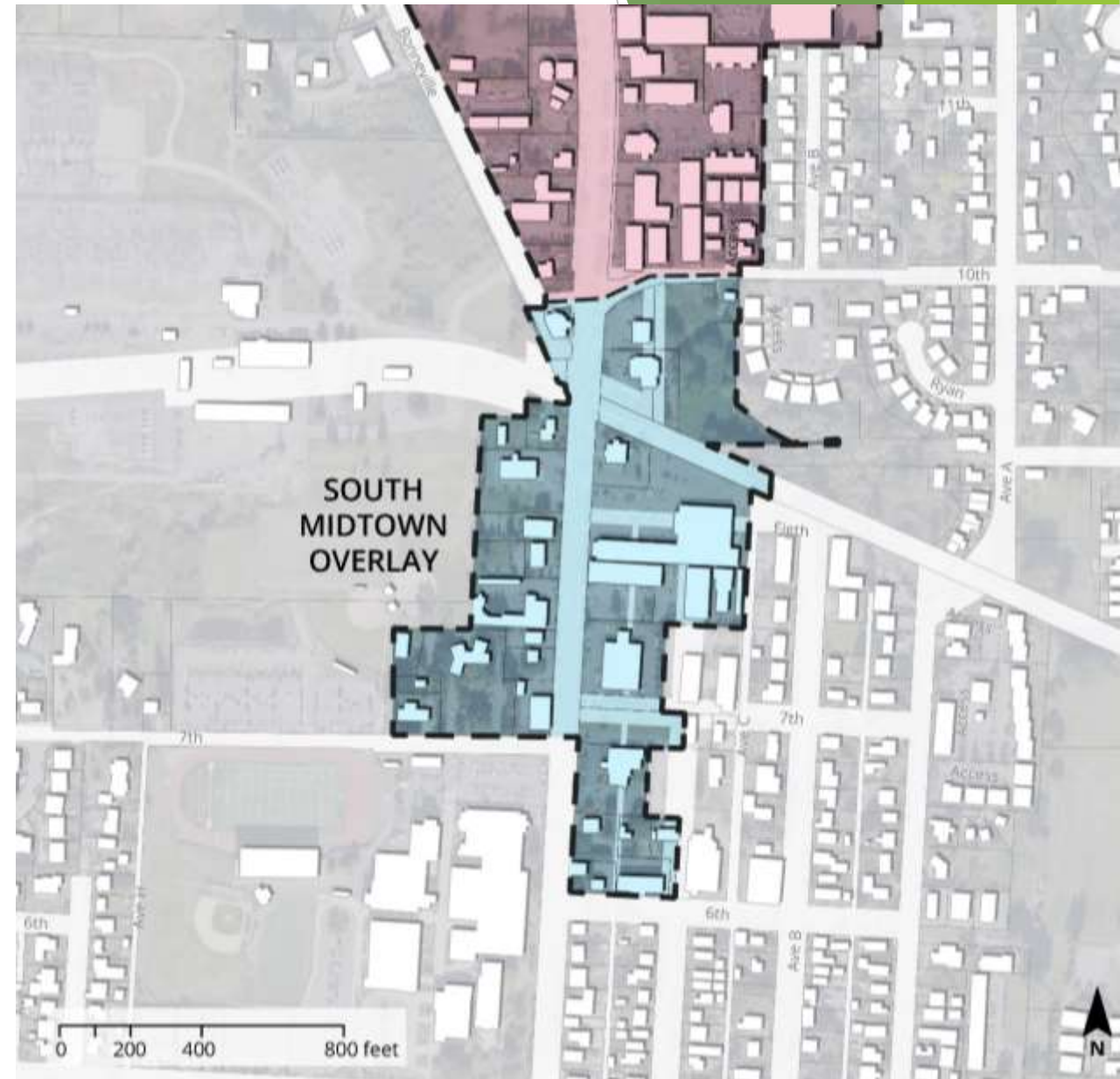
Suggestions:

- ▶ We'll need some relief from the 18du/acre - options:
 - ▶ Eliminate or increase cap for uses that integrate structured parking
 - ▶ Eliminate or increase cap for sites that integrate a mix of uses (horizontal or vertical)
- ▶ Block frontage provisions will address setbacks (only storefronts will be allowed zero front setback)
- ▶ Height - we'll recommend at least some adjustments based on input

Zoning - Height

Height Options: South Overlay

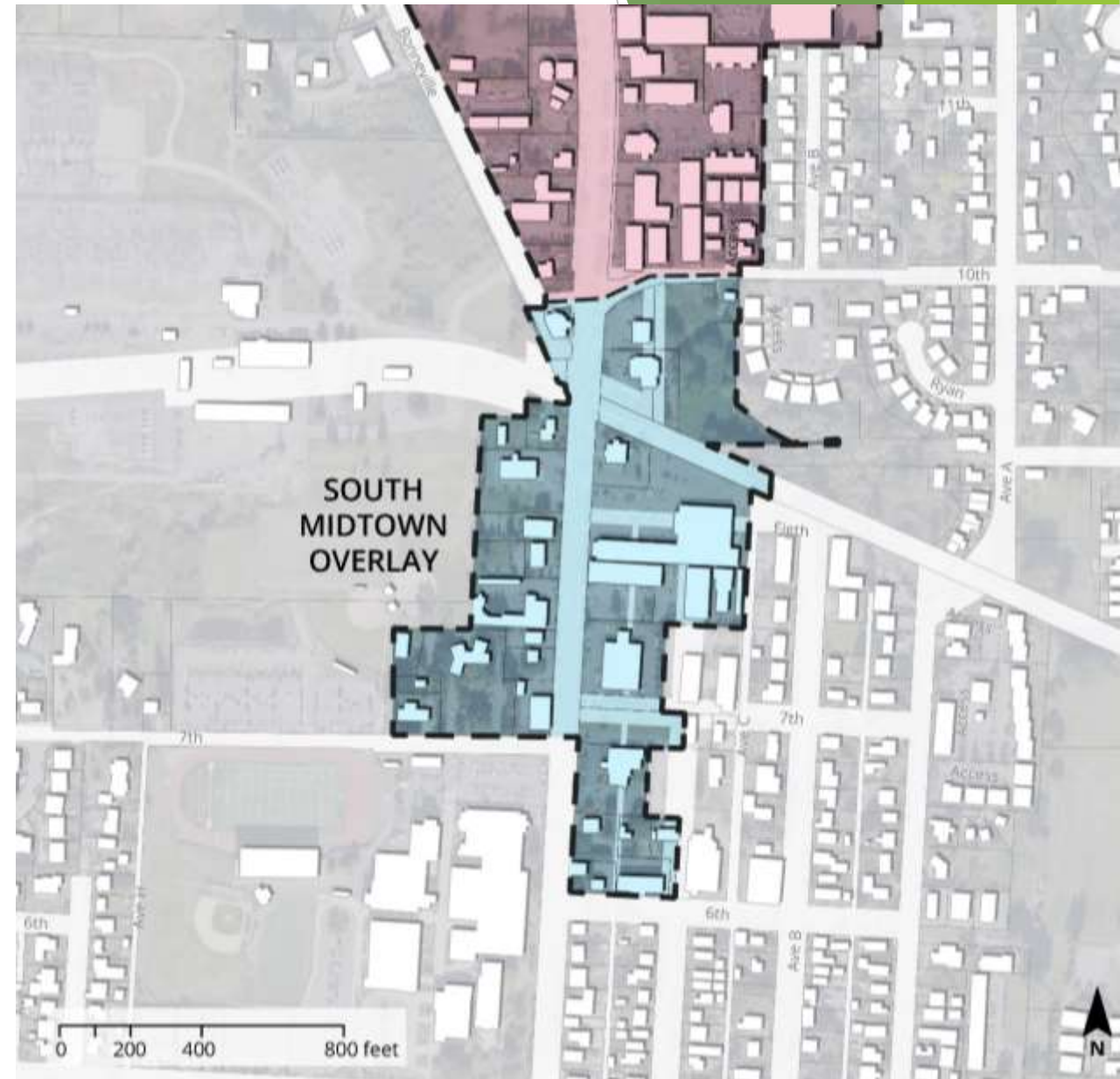
1. Keep max at 35'?



Zoning - Height

Height Options: South Overlay

1. Keep max at 35'?
2. Increase to 45' to allow four-floors?



Poll 1

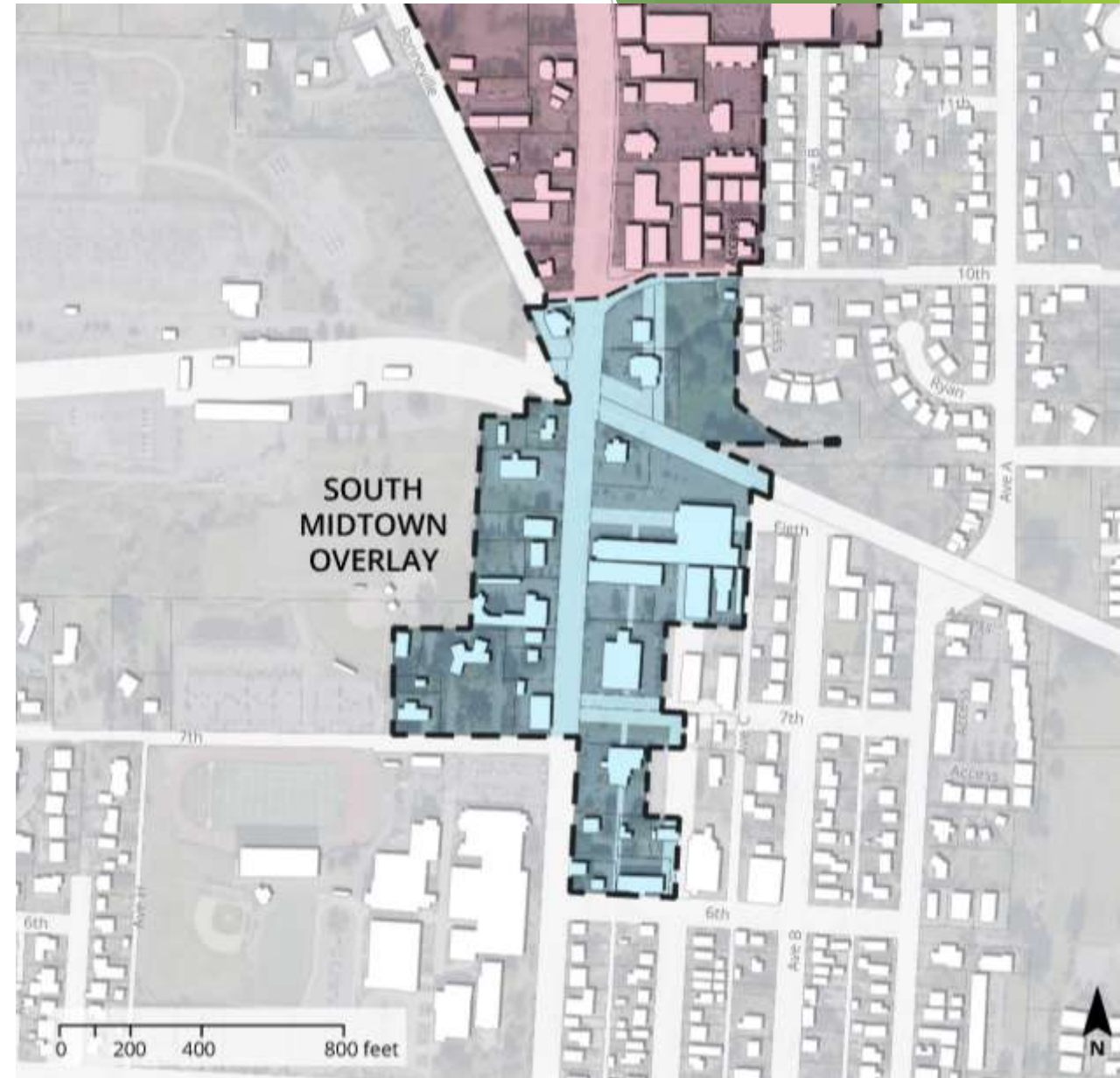
Height Options: South Overlay

1. Keep max at 35'?
2. Increase to 45' to allow four-floors?

Poll choices:

This option is

- | | |
|---|-----------------|
| 1 | Keep max at 35' |
| 2 | Increase to 45' |



Zoning - Height

Height suggestions/options - North Overlay

1. Apply taller heights to apply uniformly in entire North Overlay area?
2. Allow taller heights only on larger sites?

How high?

At minimum, we suggest setting a maximum base height of 45' or four-floors. However, in some cases should we...

1. Allow up to seven-floors - or approximately 75'
2. Allow up to five floors

For either option, apply reasonable height setback standards to edge of site



Poll 2

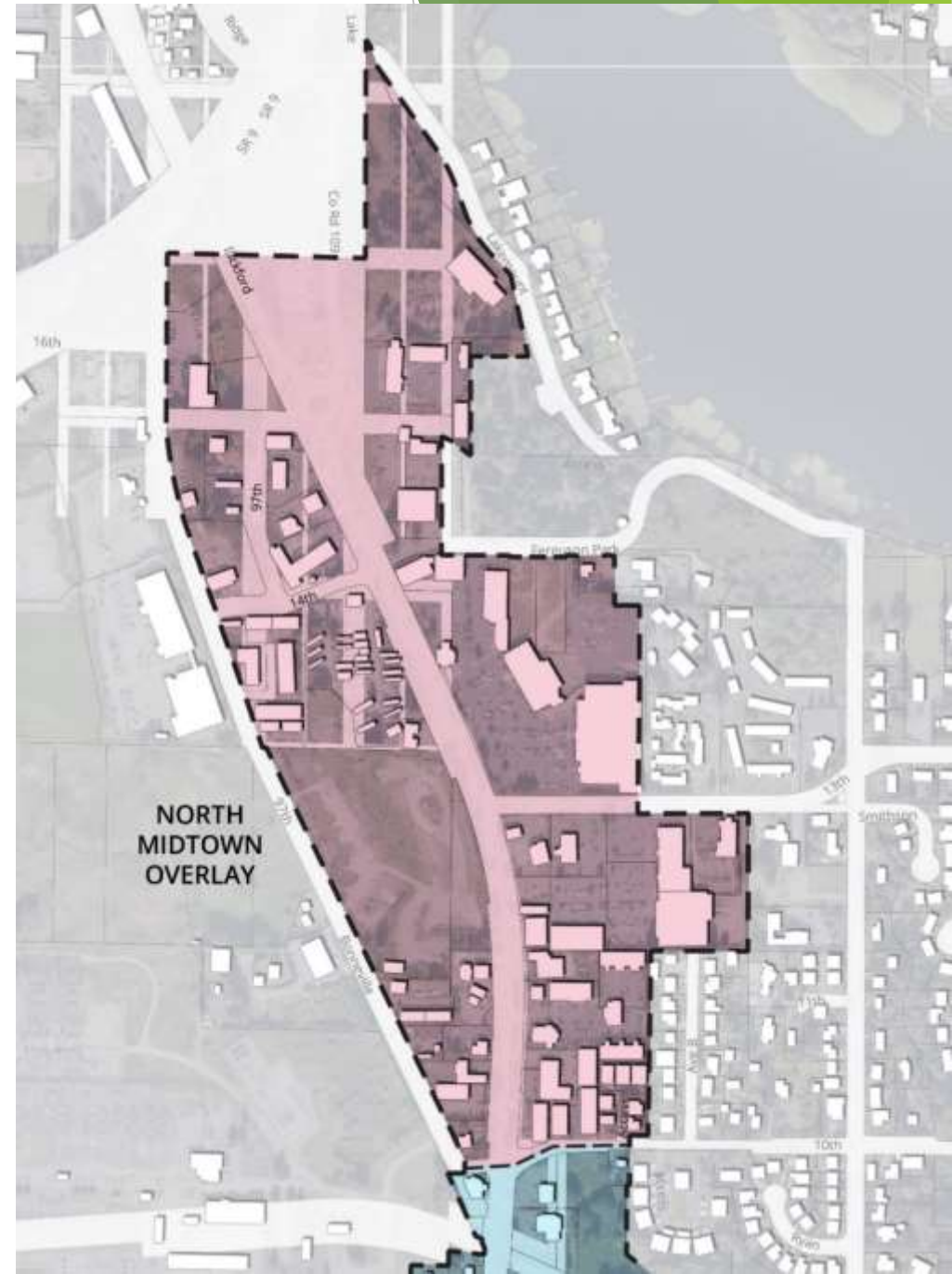
1. Height suggestions/options - North Overlay area

1. Apply taller heights to apply uniformly in entire North Overlay area?
2. Allow taller heights only on larger sites?

Poll choices:

This option is

- | | |
|---|--|
| 1 | Apply taller heights to apply uniformly in entire northern area? |
| 2 | Allow taller heights only on larger sites? |



Poll 2

2. How high?

At minimum, suggest increasing the maximum base height to 45' or four-floors.

1. Allow up to seven-floors - or approximately 75'
2. Allow up to five floors

Poll choices:
This option is

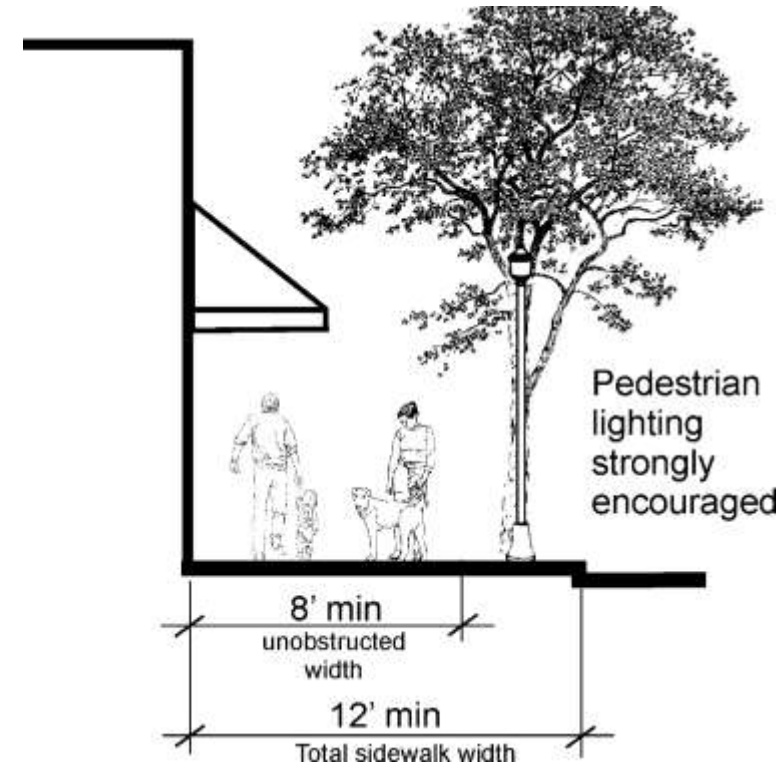
- | | |
|---|---------------------------------|
| 1 | Allow up to five floors (55')? |
| 2 | Allow up to seven floors (75')? |



Streetscape Design

Avenue D suggestions


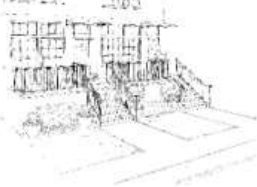
- ▶ Require 8' wide sidewalks in areas with/planned for 4+ story buildings
- ▶ Where storefronts are utilized - provide either a 12' sidewalk with trees in grates or 4-6' planning strip and 8' wide sidewalk.
- ▶ Require wider planting strips (3' currently - suggest 5-6')



Block Frontage Standards

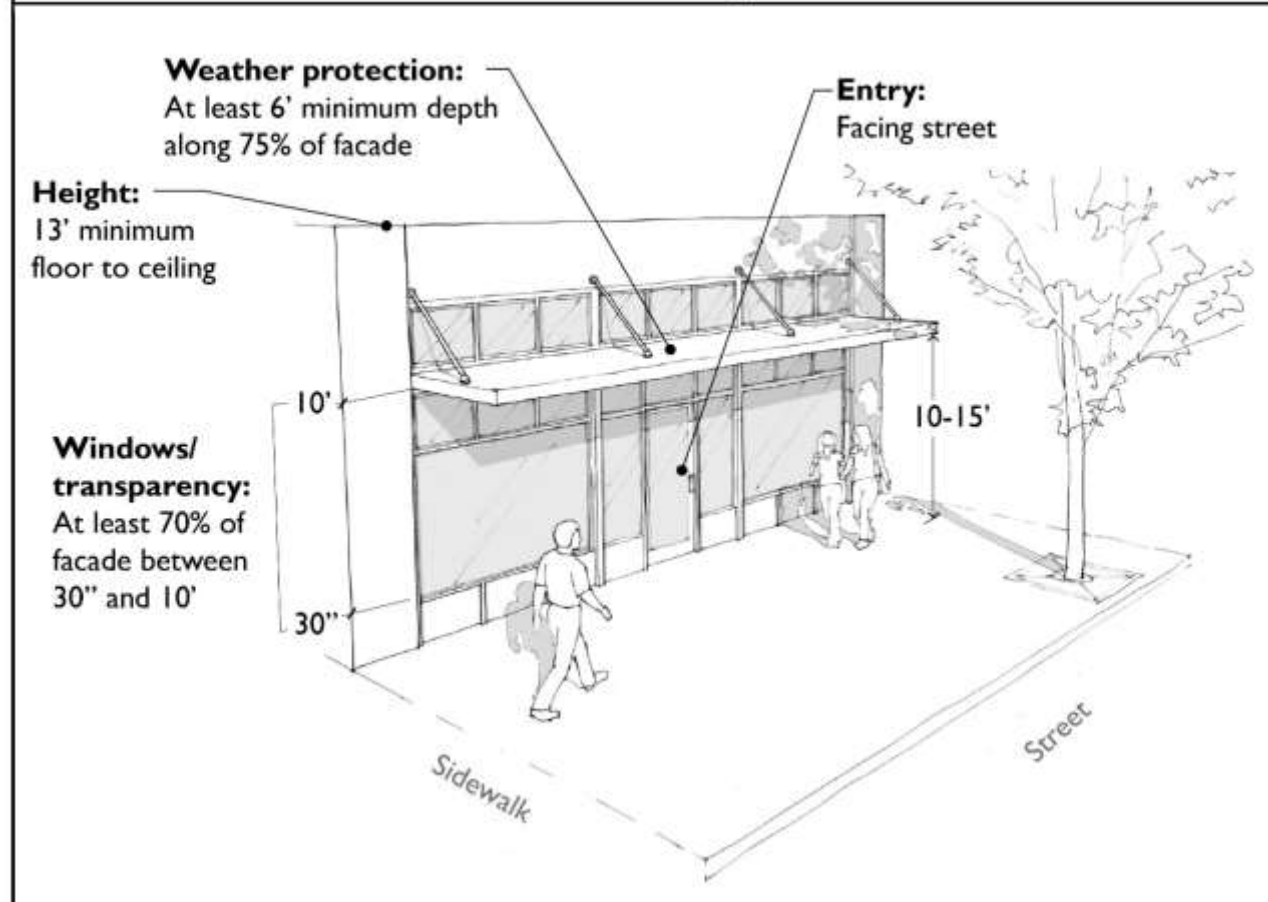
Designate building setback & orientation on a block by block basis with one of 4-5 block frontage designation types.

Example:

Summary of key block frontage types.		
	Permitted Frontage	Details
Storefront		<ul style="list-style-type: none">• No new parking adjacent to the street.• Special transparency, weather protection, and entry requirements.• Minimum commercial space height and depth.• No ground floor residential uses except lobbies for upper level units.
Mixed	Storefront or Landscape Frontages allowed ↑ ↓	<ul style="list-style-type: none">• Parking must be to the side or rear of buildings. For multi-building developments, no more than 50% of frontage may be parking.• Landscaping to soften façades of non-storefronts and buffer parking areas.• Minimum façade transparency requirements per use and setback.
Landscape		<ul style="list-style-type: none">• Parking must be to the side or rear of buildings. For multi-building developments, no more than 50% of frontage may be parking.• Landscaping to soften façades and buffer parking areas.
Undesignated	Storefront or Landscape Frontages allowed but not required	<ul style="list-style-type: none">• Landscaping to soften façades of non-storefronts and buffer parking areas.• Minimum façade transparency requirements per use and setback.

Storefront Block Frontages

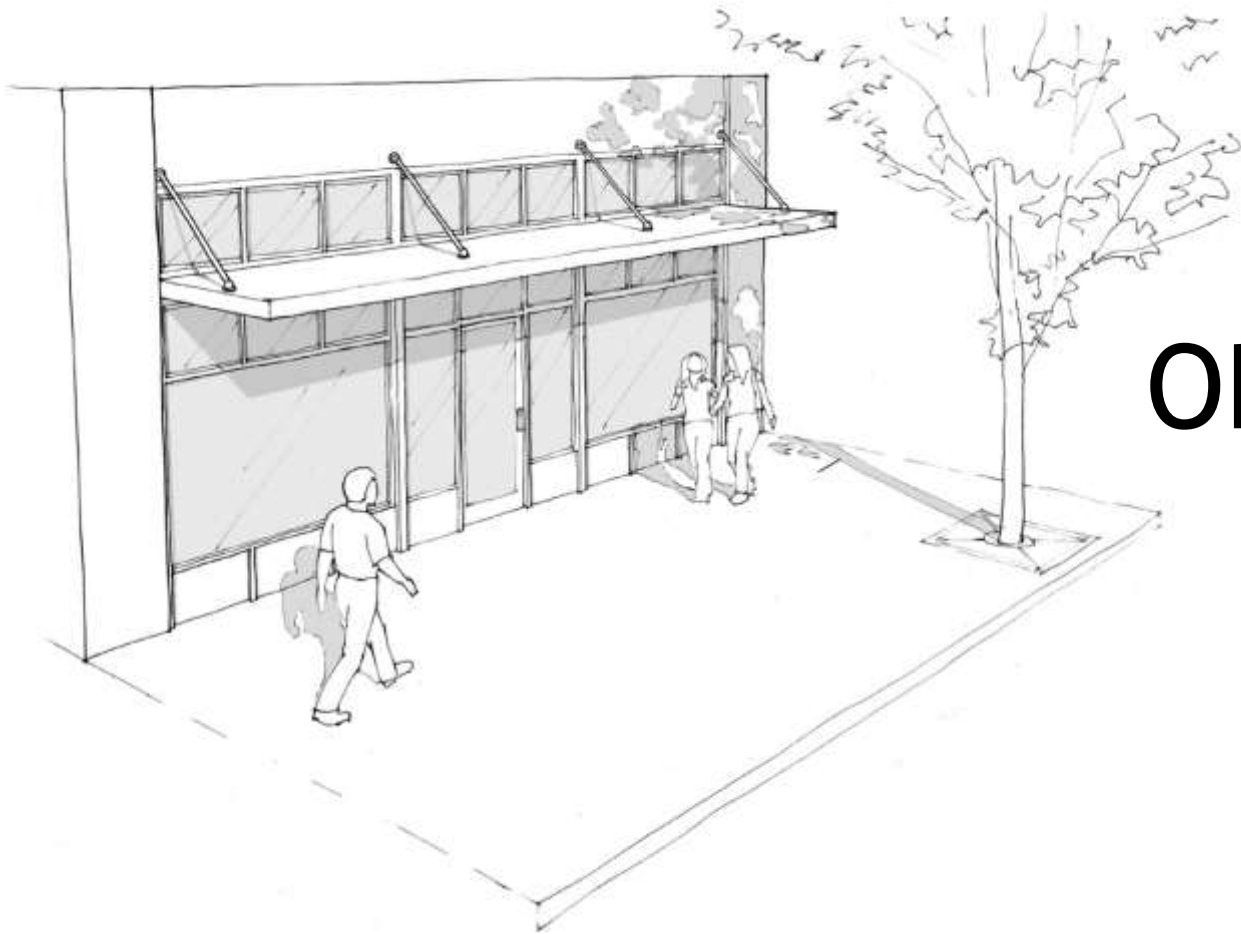
Figure 19.123.080(A)
Storefront vision and key standards.



Landscaped Block Frontages



Mixed Block Frontages



OR





Block frontages **that would NOT be allowed**


Why Block Frontage Standards?

- ▶ It recognizes not all streets are the same
- ▶ **Standards can be tailored for desired building/streetscape form.**
Requirements for sidewalk widths, landscaping types, windows, parking location, and other issues can be adjusted to help shape the built environment.
- ▶ **The approach is adaptable to changing conditions.**
If the context or community objectives change, the block frontage designations can also change.
- ▶ **The approach has been successful elsewhere.**
Numerous Washington cities have employed this approach for years - and it's helped them achieve community design objectives.

Setbacks & Parking Location

- ▶ 10' min setback for anything that's not a storefront (but suggest departure opportunity to get down to 5')
- ▶ Parking (off-street) location
 - ▶ Storefront - NO parking along frontage
 - ▶ Mixed - parking to side or rear of buildings (no max %)
 - ▶ Landscaped - parking to side or rear of buildings (no max %)
 - ▶ Undesignated - no parking location standards (most flexible)

Legend

 Midtown District

Block Frontage Standards

 Storefront


 Mixed

 Landscaped

 Undesignated

 High visibility corners

 Street connections

 Through-block connections

Poll choices:

This option is

5 ...the best approach.

4

3 ...acceptable.

2

1 ...unacceptable.

South Overlay: 6th to 10th

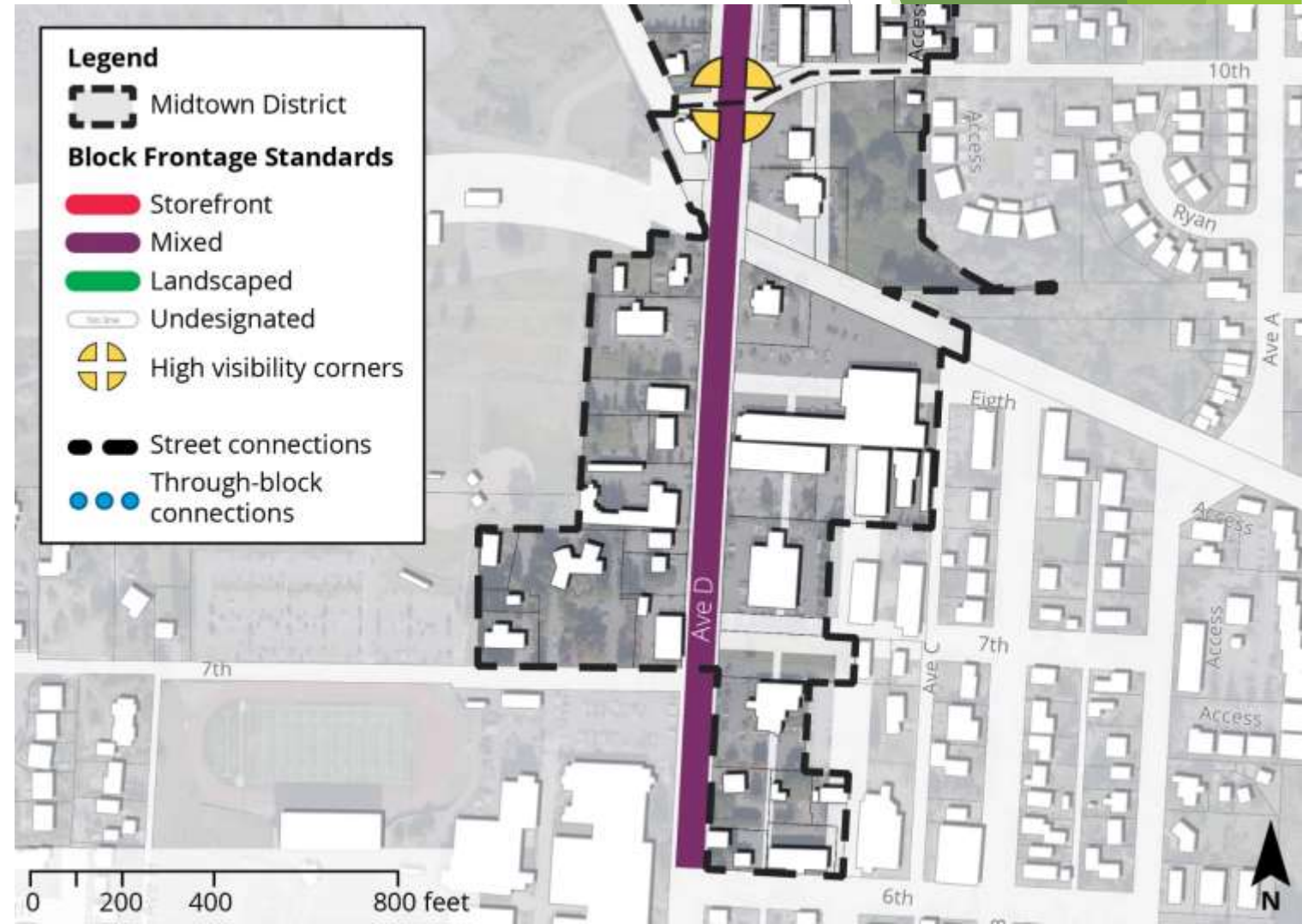


Poll 3

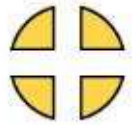
South Overlay: 6th to 10th

Poll choices:
This option is

- | | |
|---|-----------------------|
| 5 | ...the best approach. |
| 4 | |
| 3 | ...neutral. |
| 2 | |
| 1 | ...unacceptable. |




High Visibility Street Corners



ID special corners that warrant site/building design articulation that takes advantage of these highly visible locations. Good examples:



Legend


 Midtown District


Block Frontage Standards

 Storefront


 Mixed

 Landscaped

 Undesignated

 High visibility corners

 Street connections

 Through-block connections

Poll choices:
This option is

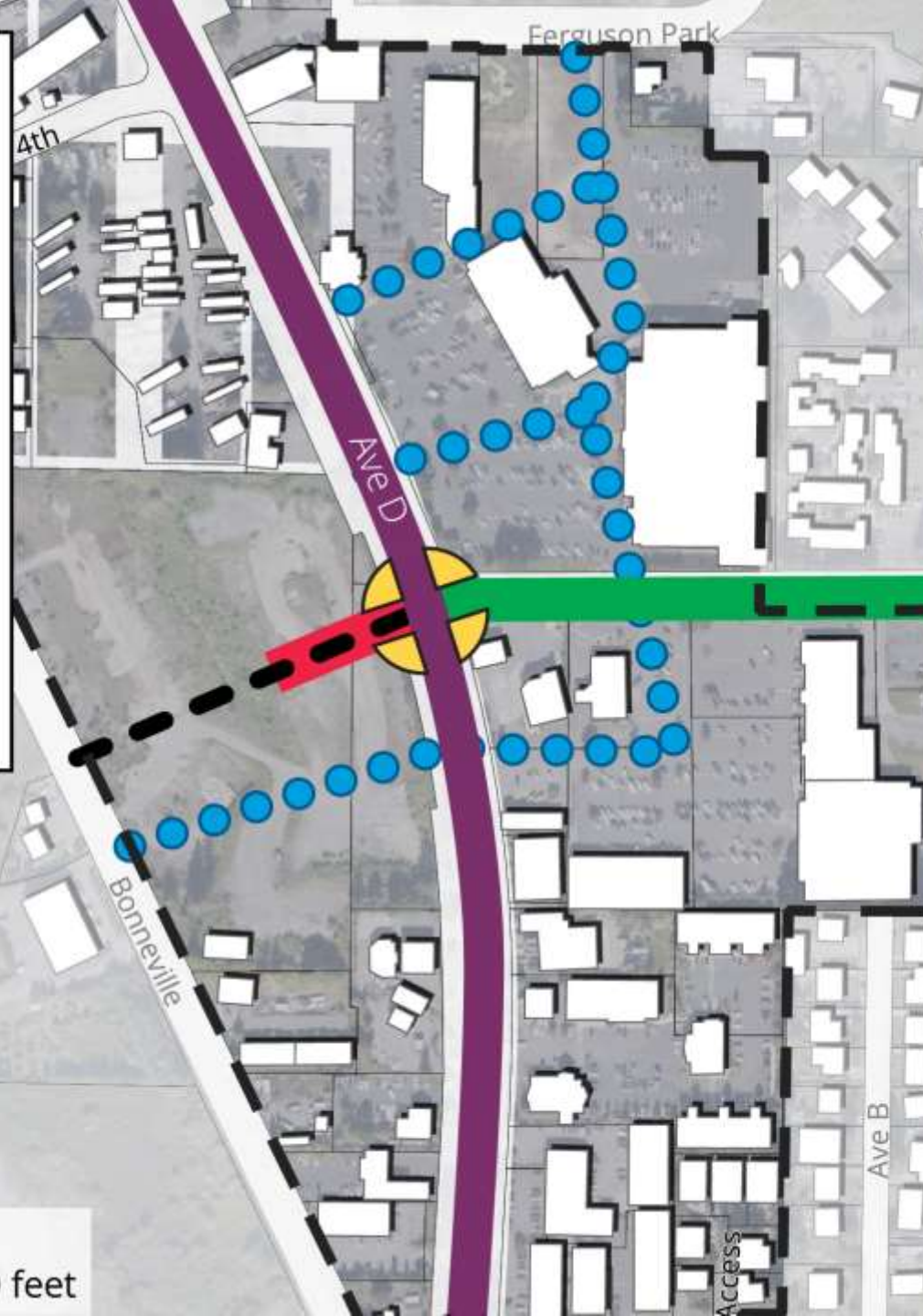
5 ...the best approach.

4

3 ...acceptable.

2

1 ...unacceptable.



North Overlay: 10th to 14th



Image Landsat / Copernicus
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Through-Block Connections

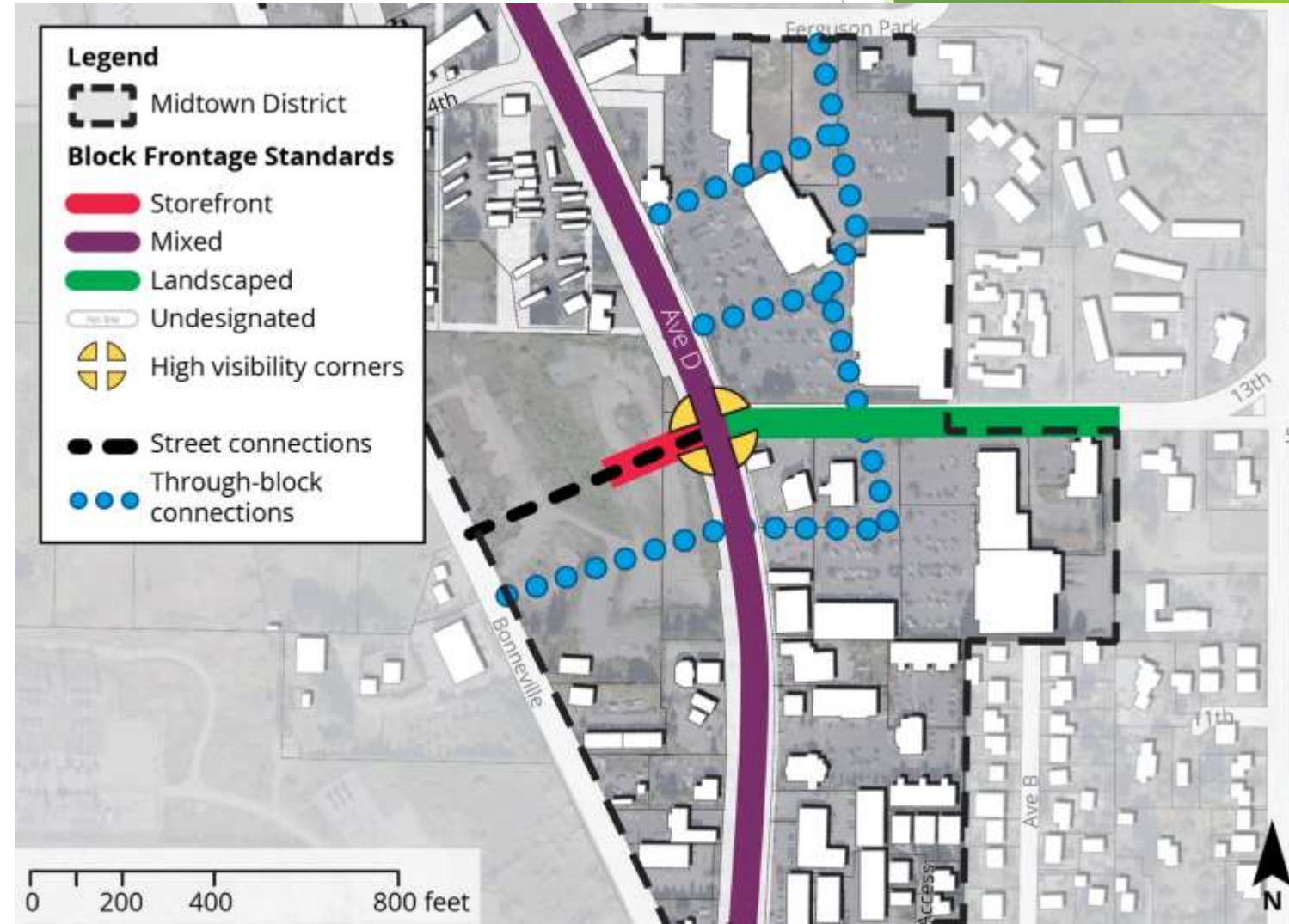


Poll 4

North Overlay: 10th to 14th

Poll choices:
This option is

- | | |
|---|-----------------------|
| 5 | ...the best approach. |
| 4 | |
| 3 | ...neutral. |
| 2 | |
| 1 | ...unacceptable. |



Legend

 Midtown District

Block Frontage Standards


 Storefront


 Mixed

 Landscaped

 Undesignated

 High visibility corners

 Street connections

 Through-block connections

Poll choices:

This option is

5 ...the best approach.

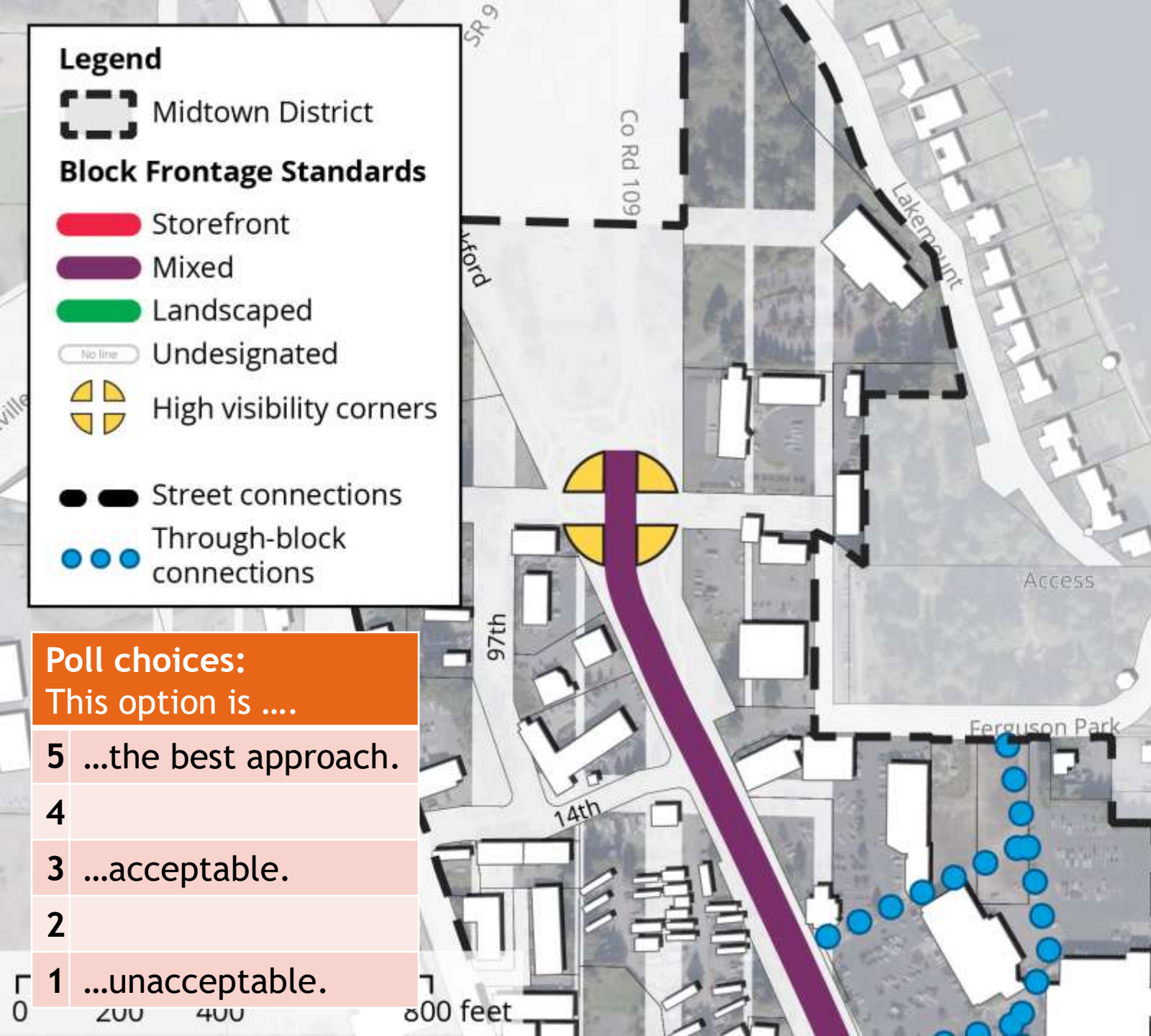
4

3 ...acceptable.

2

1 ...unacceptable.

North Overlay: 14th northward

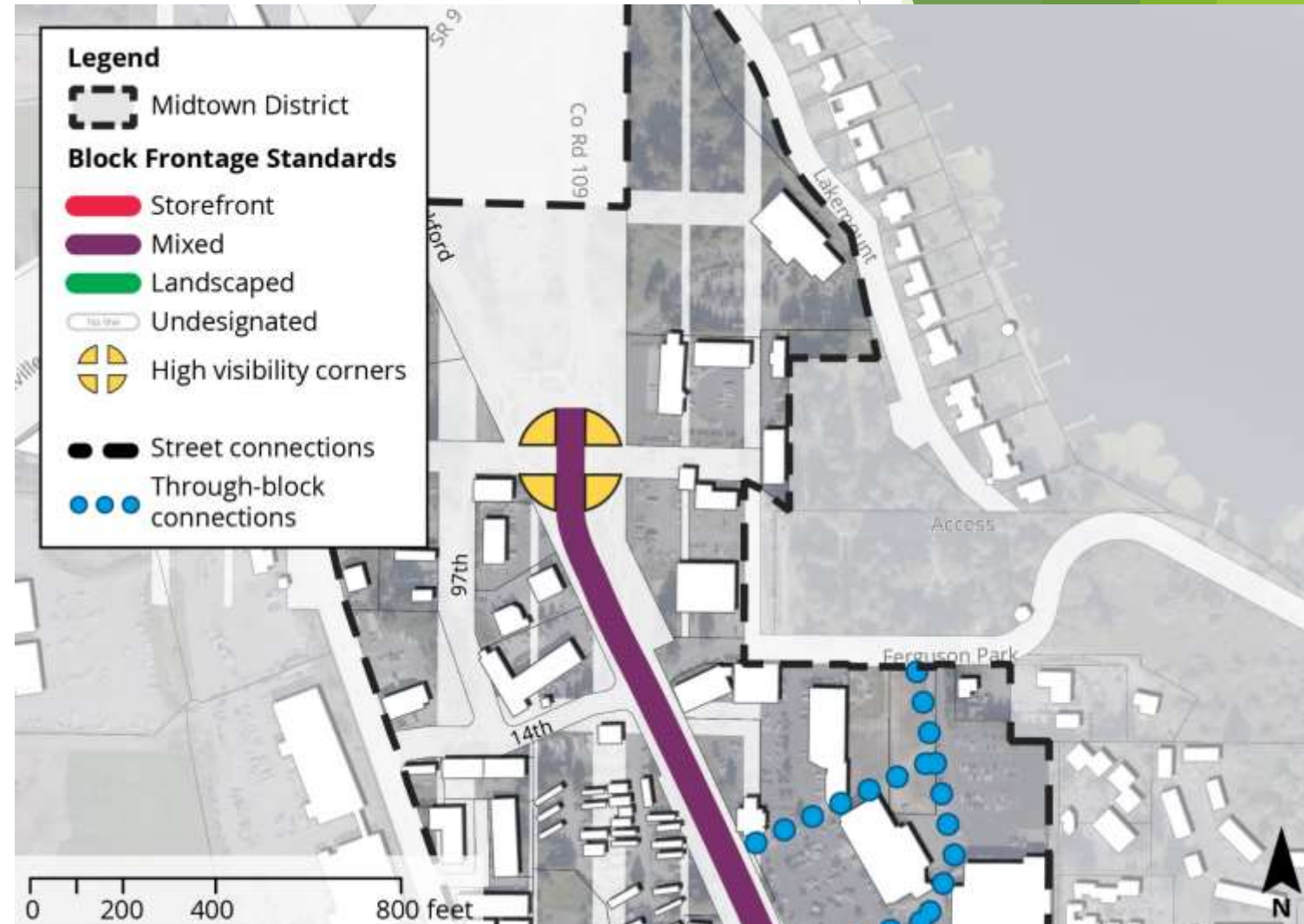


Poll 5

North Overlay: 14th northward

Poll choices:
This option is

- | | |
|---|-----------------------|
| 5 | ...the best approach. |
| 4 | |
| 3 | ...neutral. |
| 2 | |
| 1 | ...unacceptable. |



Site Design

- ▶ Relationship to adjacent properties
- ▶ Onsite open space
- ▶ Internal circulation (vehicular and pedestrian)
- ▶ Service element location & design

Onsite Open Space - Multifamily

Example

Suggested Approach

1. Establish minimum amount of open space per unit, based on unit size
2. Set how much each type of open space can count toward the minimum
3. Provide design standards to ensure each type of space is functional

Usable open space/unit (square feet)	
Studio	100
1 bedroom	100
2 bedroom	150
3 bedroom	150



Usable open space types	
Usable open space type	Min/max % of minimum required open space
Publicly accessible outdoor space	Up to 100%
Common outdoor open space	Up to 100%
Private ground level outdoor space	Up to 20%
Common indoor recreation space	Up to 10%

Onsite Open Space - Multifamily

Common outdoor recreation area examples.



Image A includes a combination of open lawn area for informal recreation plus pathways and decorative landscape areas to enhance the setting for residents. Image B is a courtyard with includes pathways, seating areas, landscaped beds, and semi-private spaces for adjacent ground level units.



Rooftop deck examples.



Common indoor recreation area examples.



Onsite Open Space - Commercial/Large Sites

Consider increasing the amount of pedestrian-oriented space to be integrated into large commercial/mixed-use developments:

1. Currently - 1% of site + 1% of building area
2. Strengthen design standards for such pedestrian-oriented spaces



Building Design

1. Architectural character - no strict requirement, but some types encouraged and others prohibited
2. Multi-building developments - prohibit duplicate designs/ emphasize diversity
3. Building massing and scale - façade articulation standards, maximum façade width, roofline design
4. Building details - façade details toolbox, entry design, window design
5. Building materials - wood/brick integration, conditions for use of EIFS, CMU, cement board, and metal
6. Blank wall treatment

Architectural Character

Encouraged

- ▶ Northwest contemporary
- ▶ Lodge style



After some consideration, language that only “encourages” may not add much value and will be a challenge to administer

Prohibited

- ▶ Other specific styles with no history in Snohomish
- ▶ Buildings that emphasize a false sense of historicism
- ▶ Overly detailed and ornate designs
- ▶ Corporate architecture

Northwest contemporary



Typical elements:

- Emphasis on prominent and exposed wood structural elements
- Use of simple three dimensional forms
- Expansive use of windows and deep overhangs

AGAIN, After some consideration, language that only “encourages” may not add much value and will be a challenge to administer

Lodge style

Below are desirable “lodge style” buildings that would fit well into the downtown context. This style is well-suited to 4-5-story buildings.



Typical elements:

- Modulated roofline with deep overhangs, and decorative brackets
- Wood trim and accents
- Windows are trimmed and/or recessed with dark colored frame, transom, mullion, and/or muntin
- Use of contrasting natural colors for trim and articulated façade elements
- Balconies with decorative elements

Corporate Architecture

- Architecture that is defined predominately by corporate identity features and is difficult to adapt to other uses is prohibited. For example, some franchise convenience uses have very specific architectural features (such as a distinctive roofline design that functions as a sign) that reinforce their identity. As tenants change in these types of buildings, these corporate identity features can negatively impact the character of the area and identity of new tenants. These features can also be very expensive to reconfigure and adapt to new uses.

Poll choices:
This option is ...

- | | |
|---|-----------------------|
| 5 | ...the best approach. |
| 4 | |
| 3 | ...neutral. |
| 2 | |
| 1 | ...unacceptable. |

ta > Other > Graphics > General_Photo_Directory > Commercial > McDonalds Architecture



Search McDonalds Architect...



01_mcd's_1



02_mcd's_2



03_mcd's_3



05_mcd's_4



06_mcd's_5



07_mcd's_5

Poll 6

Corporate Architecture

Should design standards prohibit architecture defined predominately by corporate identity features?

Poll choices:

This option is

5 ...the best approach.

4

3 ...neutral.

2

1 ...unacceptable.

ta > Other > Graphics > General_Photo_Directory > Commercial > McDonalds Architecture

Search McDonalds Architect...



01_mcd's_1



02_mcd's_2



03_mcd's_3



05_mcd's_4



06_mcd's_5



07_mcd's_5

Large/Multi-Building Developments

Prohibit duplicate designs/ emphasize diversity



Large/Multi-Building Developments

No false historicism or exaggerated detailing

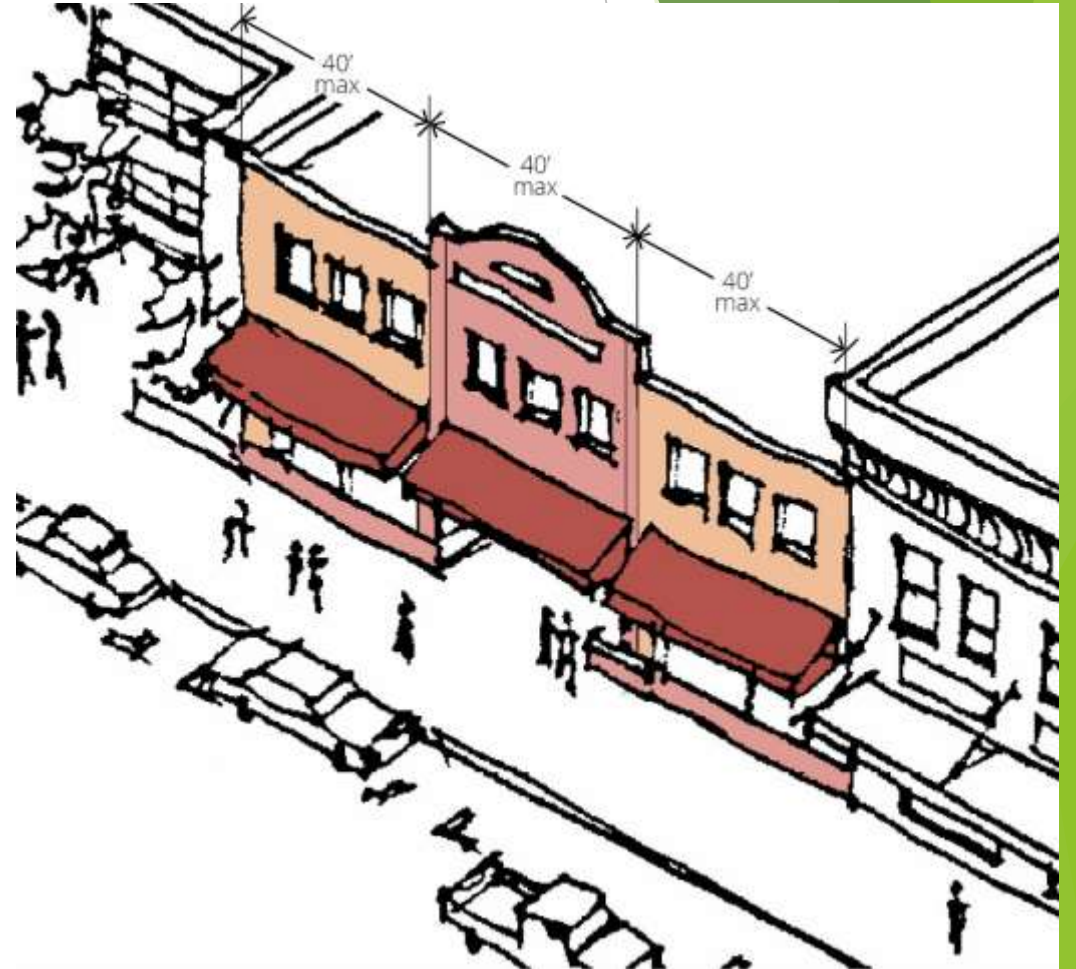


After some consideration, this will be more difficult to administer, and market conditions and other building design provisions will likely minimize or preclude such designs

Building Scale & Massing Standards

Façade Articulation Standards

- ▶ Commercial facades must include articulation features every 40' max to create a pattern of small storefronts. At least 3 features must be provided every 40':
 - Distinctive window patterns or entries
 - Use of weather protection features
 - Change of roofline
 - Use of vertical piers/columns
 - Change in building material or siding style
 - Other methods that meet the purpose of the standard

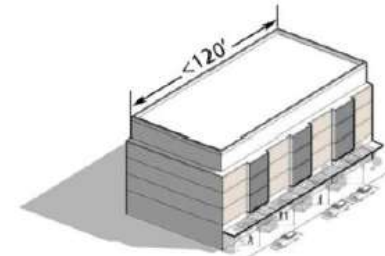


Building Scale & Massing Standards

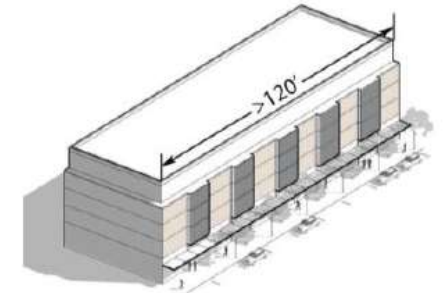
Maximum Façade Width

- ▶ Larger buildings need more substantial articulated/modulated features to break up the massing and add visual interest
- ▶ Buildings over 120 feet long must include at least one of these features:
 - ▶ Large modulation/courtyard
 - ▶ Use of contrasting vertical components

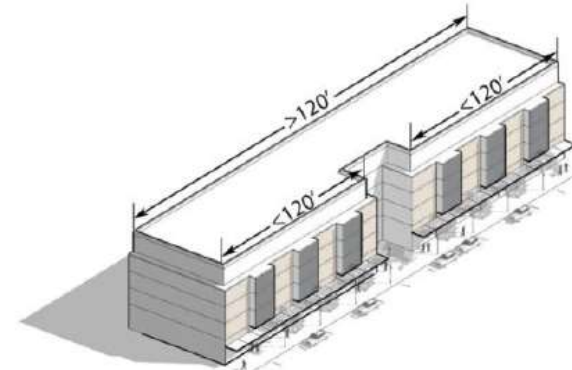
Illustrating maximum façade width standards.



Less than 100 or 120' wide: Meets standard



More than 100 or 120' wide: Does not meet standard



Building incorporates a 20'x30' courtyard along the façade to effectively break it up into smaller components: Meets standard.